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PATENTS

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In re Application of: Nick Steele et al.	)	
	)	Art Unit: 2168
Application No.: 09/933,567	)	
	)	Examiner: Greta Lee Robinson
Filing Date: August 20, 2001	)	
	)	Confirmation No.: 7300
Title: Branding And Revenue Sharing	)	
For Facilitating Storage,	)	
Management And Distribution	)	
Of Consumer Information	)	Atty. Docket: 07258.105002

**AMENDMENT AND RESPONSE TO FINAL OFFICE ACTION WITH A REQUEST FOR  
CONTINUED EXAMINATION UNDER 37 C.F.R. § 1.114**

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Mail Stop RCE  
Commissioner for Patents  
P.O. Box 1450  
Alexandria, VA 22313-1450

Sir:

In response to the Advisory Action mailed on July 21, 2006, and in connection with a Request for Continued Examination (RCE) filed herewith, Applicants submit the following amendments and remarks for the Examiner's consideration. Applicants also submit herewith a petition and the required fee to extend the due date for this response to September 11, 2006.

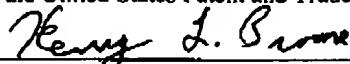
**Amendments to the claims** are reflected in the listing of claims which begin on page 2 of this paper.

**Remarks/Arguments** begin on page 8 of this paper.

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**Certificate of Transmission under 37 CFR 1.8**

I hereby certify that this correspondence is being facsimile transmitted to the central facsimile number 571-273-8300 at the United States Patent and Trademark Office on September 11, 2006.



Kerry L. Broome, Reg. No. 54,004